



Euromonitor  
International

# Personal Luxury in South Korea

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Designer apparel brands launch projects and concept stores aligned with South Korean culture
- Luxury eyewear gains ground as brands invest in cutting-edge technology
- Luxury jewellery players engage local influencers to boost sales in South Korea
- Luxury leather goods focus on sustainable attributes to engage consumers
- Luxury wearables offer consumers cutting-edge technology with timeless design
- Consumers consider luxury timepieces to be a strong investment opportunity
- Luxury writing instruments see sales fall, while leading brands offer customisation
- Super premium beauty and personal care is led by South Korean brands

PROSPECTS AND OPPORTUNITIES

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- Brands invest in augmented reality to boost sales of products through e-commerce

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Luxury Goods in South Korea - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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